

Elaine Kim.

Product Designer

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847-704-0108

Education

School of the Art Institute of Chicago, Bachelor of Fine Arts

Visual Communication
Merit Scholarship Recipient
August 2015 – May 2019

General Assembly

User Experience Design Immersive
August 2022 – November 2022

Skills

Tools

Figma, Sketch, Invision, Adobe Suite
(Photoshop, Illustrator, Indesign)

UX Methods

User Research, Affinity Mapping, Card
Sorting, User Flows, Information
Architecture, Wireframing, Prototyping,
Usability Testing

Design

UX/UI
Branding & Identity Systems
Email
Social Media
Print & Publication
Packaging

Experience

The Mx Group

Associate UX Designer

January 2023 – Present

Collaborating closely with the Senior UX Designer to create a scalable design system for a product across mobile iOS, Android, and Windows tablet.

Exploring and iterating on new design solutions and directions while prioritizing user needs and usability within an agile team.

Poplar

UX/UI Designer

October 2022 – November 2022

Led a team of five UX designers to design and deliver a new mobile iOS high-fidelity app prototype on Figma during a 3 week sprint.

Conducted user research and developed user flows, sketches, mid to high-fidelity wireframes, rapid prototyping, and usability tests while working closely with stakeholders to ensure alignment on business goals.

The Mx Group

Junior Art Director

April 2022 – August 2022

Designed B2B marketing deliverables (ads, collateral, email, social, banners, web pages, etc.) in collaboration with art directors, copywriters, account services, and development for a variety of clients, primarily using Adobe Creative Suite, Sketch, and Invision.

Crate and Barrel

Associate Digital Designer

October 2020 – April 2022

Collaborated with the design team at Crate & Barrel HQ to support digital marketing for the brand across US and Canada, with a focus on digital advertising through the development of Email & SMS creative for driving traffic to website and stores for sales.

Hornblower Cruises and Events

Graphic Designer

January 2020 – August 2020

Designed marketing materials, creative campaigns, and sales collateral for ports in 12+ cities. Materials included digital & print ads, email, banners, event signage, brochures, branding and identity packages, social media, and more.

Relevant Projects

Amtrak

UX/UI Designer

September 2022 – October 2022

Redesigned Amtrak's existing mobile app to add new features for accessing trip information and adding activities to trip. Conducted in-depth research, designed low to high fidelity wireframes, and conducted usability testing on prototype for iterations.

Wigglyville

UX/UI Designer

August 2022 – September 2022

Designed a prototype on Figma for a local pet boutique store to add an e-commerce functionality on their existing website.